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SCREEN

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SIDE FACTS

of Stage and Screen

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KICKER STAGE SHOWS TO MEET H-F PRICE SLASH

Tie-Up Of Coin Hits Production

"The only studio departments working at anything like full swing at present are the publicity departments—and they're working overtime allying for the slump in production."

This statement was made confidentially this week by a big picture exec., who was addressing a group of exhibitors' representatives who were in town to find out what's what for the coming year.

The exhibs, the stock market and the inhabitants of Hollywood are being led with big stories regarding production, making one judge by these stories that the town is even beyond normalcy for the time of the year in this respect.

As a matter of fact, the exec admitted, money is not forthcoming as yet for the next season programs of many of the big studios, and shooting is way off. But this fact is being covered over, as the deleterious effect it might have on the stock market and on exhibitors is feared.

Admittedly in many instances the producers are worried. Thinking they would find easy plucking in New York because of the amount of money lying idle in the eastern banks, they went back to the eastern metrop with big programs. But they were met with a chilly reception, which still continues. At three large studios it is now feared the budget may be slashed from 35 to 50 per cent, and this slash will, if it materializes, be aimed at the executive personnel rather than at production costs.

The independents are having the same trouble. Any indie who can make a good picture these days can sell it, due to the cut-down of product from the big companies. And it is likely that, should the present condition continue, he can do even better with his pictures in the near future. But the indies are having about as hard a time as the big studios in getting sufficient money to turn out good pictures.

All in all, it's a bad market for the picture-makers right now, and selling their paper programs is a stickler.

FIGHTING PULLS 'EM

Fighting and wrestling is the big draw of the Hildebrandt Carnivals, which play a two weeks stand in Glendale. The fighter-wrestler, who challenges all comers, is drawing more than \$1000 a week at 25 and 50-cent admission.

JUMPER SIGNED

"Novelty" Clinton, a high jumper who recently arrived here from Europe, will open for Fanchon and Marco in the near future.

SHERWOOD CASTING

George Sherwood is now casting for an original play, "White Dragon," which he expects to open in Los Angeles in the near future. Rehearsals are scheduled to start in two weeks.

JOINS SILBER

Dixie McCoy, who formerly had her own agency in Hollywood, is now associated with the Arthur Silber Agency.



CARLOS MOLINO
AND HIS TANGO ORCHESTRA
Cocoanut Grove, Ambassador Hotel
Los Angeles

Plunkett On Coast For Meet

San Francisco, Feb. 27.—A meeting here between Joseph Plunkett and executive chiefs on the west coast for R-K-O decided to continue stage shows in all R-K-O coast houses, and to build them up to a more elaborate scale. Lines of girls will be added, and there will also be orchestral pit shows, with both men and women entertainers working in them.

Entry into the exhibition field of the new Hughes-Franklin combination is not going to be taken lying down by the already established circuits.

A few inside facts on a freeze-out policy toward the newcomers, whose threat is in the fact that they intend to lower prices, were unearthed this week, and it looks like the F-H people are out for the works if the opposition can make it stick.

While the Harold B. Franklin and Howard Hughes combination plan to slice themselves business from the other houses by hitting heavy on the name and fame of their U. A. stars, and lowering the boxoffice scale, the other chains will come back with plugging of the same kind and bigger and better stage shows.

Adding Draws

Warner Brothers, who are the chief waverers between stage and non-stage entertainment, have built up a roster of almost sure-fire boxoffice names, including their recent raid on the Paramount ranks when they took Ruth Chatterton and William Powell. And to add to this they are borrowing the h.o. names irrespective of cost, having recently signed such stars as Ann Harding (at a cost of \$30,000 a picture) and Constance Bennett.

R-K-O is also very much on the job of meeting the newest brother exhibitor. Joe Plunkett is currently on the coast as part of Radio's plan to hit into the new situation with the classic stage shows of any exhib. While details of the plans were not learned, it is understood that the R-K-O policy will be to get the stage talent regardless of cost, and to back it up with class lines and dressing that will rate them the topnotchers in the stage show line. Among others who attended the Plunkett conference, which is being held in San Francisco, are Cliff Work, territorial manager for Radio, and Bud Murray, vice president of the stage

(Continued on Page 3)

YOU'LL SEE IT IN FACTS

In Hollywood -- Now

By BUD MURRAY

Another one of those glorious **BREAKFAST CLUB** mornings, where one gets up at 7 a. m., and really and truly has his Ham and Eggs at an honest-to-goodness hour, and where real men of the business world get together once a week and throw aside the turmoil of sex, worry, care and strife to renew and

reclaim Friendship. What if this whole world do this once a week, calling it Friendship Day—and so we brought our entire **RKO Cimarron** prologue from the **Orpheum** to entertain these business men and the musets of honor, who were mainly responsible for the success of this great historical epic, **Cimarron**, notwithstanding the fact that **Richard Dix** and **Irene Dunne** were superb in their acting. The guests of honor were **Willis Zarecky**, associate producer, director and adaptor of the **Ferber** novel, respectively. Cute little **Nancy Dover** got up early this Wednesday morning, and the Mob went wild over her—the dear old actor, **Robert McWade**, got up for a bow—**Roscoe Arbes** stuttered his way into a bow, and **Dick**—

Bud Murray
Clint Winder of the Academy of Motion Picture Arts and Sciences made a very brief speech called 10,000 miles in eight minutes, and how—Then the show and the following members of the **Orpheum** stage show did their stuff—**Miss Helen Pacino**, soprano—**Miss Jane Davis** in spiritual songs—**Miss Fay Durst** and **Les Everson** in a duet—**Edward Del Gaddo**, spanish tenor—**Kenneth Rundquist**, American baritone—**Slava Stankovich**, Russian basso, and **Alphonse Pedrago**, Mexican singer made songs—then the entire **Mighty Male** chorus of the **Orpheum** brought a fine finale for a hearty breakfast with a lusty chorus—**Bill Adler** and **Jak Rosenstien** of the **RKO** publicity department got up for breakfast as did **Mr. and Mrs. Abel Green**.

Then to the **Brown Derby** next day for a little lunch, and we bump into **George Stone**, whose last hit is **Cimarron**—**Mr. Brown**, our pup, is in a book—**Ye MacLagen**, with his big brother—**Wally Beery** and his big brother—**Mr. Gusti** (our pup) in town from Santa Barbara—**Nic**, head man of the **Brown Derby**, all spruced up in an afternoon walking outfit, looking very "ritzy"—**Larry Ceballos** and **Dave Bennett**, just a couple of marvelous dance directors—and they are all in **HOLLYWOOD NOW**.

To the **Olympic Fites** Tuesday, and again we see our old boss from **Now Yawk**, **George White**, who now seems to be a fite addict, and we wouldn't be a bit surprised if he became a **California Booster** and maybe produce **IN HOLLYWOOD NOW**. **Mr. and Mrs. Joe E. Brown** are back in their regular front row seats now that **Joe** is not playing in stage shows but is back on the **Warner Brothers'** lot with a brand new larger contract—we also see our dear friend, **Maen Mesley**, and his dance, directors, and we don't mean maybe—**Seymour Felix** at **Fox Studios**—**Sammy Lee** at **M-G-M Studios**—**Dave Bennett** and **Busby Berkeley** at **Paramount Studios**. Yes, sir, here is **Ann's** gift to the hotel world, **Miss Patrick F. Shanley**, the man with the green gloves and carnation in the coat lapel—We see that **Violinsky** is still in **HOLLYWOOD**—We wondered what had become of his **hadi's** as he had a car printed lately that was credited with being his—**Bert Wheeler** is back regularly at the fites and so is his **Mrs.—Chuck Reiner** is an inveterate fite fan because it's in the **Reiner** blood and he believes it or not, they sell out for these make-believe "killers"—How, they say, one another—Are they actors, or is this facial expression on the level? If they are actors they might well be used as instructors in some of the **Hollywood Dramatic Schools** to teach expression—they had standing room only this night. However we did notice our boy friend, **John Medbury**, who creates **Mutter** and **Mumble**—**Low Corly** going thru the motions, and **Brooks Benedict**, who recently returned from **N. Y.**

Ran into **John Macdon**, now producing **Pan in Spring**—**Louis** seems to feel happy about opening a play on the **Hollywood Great White Way**—he might have made a fine move because they haven't had a play of this sort **IN HOLLYWOOD** for years—**George Ormiston** is **Macdon's** head man as far as scenery is concerned, and how that **George** knows his stuff—**Dick Powell**, who played in several **N. Y.** successes is busily engaged rehearsing for this play—as is **George Harris**, who always manages to do one up above a picture in between his framing job—**IN** his **HOLLYWOOD** store.

Then for a lunch at the **Maquers**, where it's as busy as a Beehive, with **Willie Collier, Sr.**, slated to direct the fester, and how business-like he goes after it—**Edward Earl** on the Entertainment Committee confesses to us everything is **O. K.** and they look for one of the best **Revels** of the Club's history—They certainly have enough talent in this one to make three **Revels**—At all hours you can see the **Brother Maquers** in every nook and corner rehearsing line, and singing and dancing numbers—At one table we noticed a quartet of the finest stage actors you possibly can corral at one time, and we refer to **Charley Wininger**—**Paul Nicholson**—**Joseph Santley** and **Johnny Hyams**—and everyone of them at the **Santley**, brother of **Joseph**, they are beginning to look alike—**Robert Armstrong** saving farewell to the brothers—he is off for a long trip and **Ernie Hillard**, (not **Robert**), is telling **Bob** how to pronounce certain words concerning "Femme"—Oh, yeah—**Glenn Tryon** entertaining a couple—**Allan Hale** back in town wearing the flannels—**Billy Sullivan**, writer of songs, handler of fites and a darn good "hooter", staging a number of these numbers for the **Revel**—and this is all in the **HOLLYWOOD NOW**.

Then to the **Friday mite Fites** at the **Hollywood Legion Stadium** run by the grand **Tom Hallery**, and we cannot help notice the **Revel** is recognized he-man star, **Richard Dix**, who is making new friends all over the United States with his portrayal of **Yancey Cravat** in **Cimarron**—**Edward G. Robinson**, another stage player, who is in "in" pictures, and how—**Mervyn Le Roy**, that very big small director at **F. N. Y.**—**Marjorie Lucas**, comedienne at **Fox Studios**, comes in late with her hubby, **Ed Tierney**, who is a darn good dancer and a good dancer—**Paul**—**Walter Weems**—We again note the **Moskatis** at the **Friday Fites** as well as **Tuesday**—Then to **Henry's Restaurant** on the Boulevard where the **Fite** crowds congregate to tell what's wrong with the **Picture** and **Fite** business, and where we notice **Tommy Dugan**, who has been **IN HOLLYWOOD** for some time—**Stuart Holmes** whom we haven't seen for ages, and what a **Vilyn** he used to be in the **Silent**—**Josef Von Sternberg**, the man who was going to make **Marlene Dietrich** a star, is in the publicity department overrid it—and so we must close, to get ready for a trip to **San Francisco**, for a business meeting—see you in **Prisco**, so long, **HOLLYWOOD**.

SEATTLE, Feb. 27. — **Lilyan Turner**, who recently closed with an **F. & M.** unit in which she was a featured specialty dancer, has opened a school of dancing. She is assisted by **Helen La Claire**, featured **R-C-O** dancer.

The **Fox Fifth Avenue** Theatre, planning to use prolific and promising students in their stage shows. Enrollment is made up of **Fox Fifth Avenue** Theatre patrons, the only charge being one admission ticket per pupil. Five hundred pupils have enrolled since the opening of the school on February 14th.

BOOKING FOR MEET

Jolly Jones and **Sol Lowe**, of the **F. & M. Club** Department, are booking talent for an entertainment to be given by the **Hotel Men's Association** at the **Alexandria Hotel** March 20.

Eddie Dowling, planning to use prolific and promising students in their stage shows. Enrollment is made up of **Fox Fifth Avenue** Theatre patrons, the only charge being one admission ticket per pupil. Five hundred pupils have enrolled since the opening of the school on February 14th.

Studio Production Schedule

Title	Players	Director	Asst. Director	Camerman	
Untitled	Tom Tyler	J. P. McCarthy		Archie Secret	Preparing
Frontier Days	Lillian Bond Ted Adams Bob Coster	J. P. McCarthy J. P. McGowan	Paul Malvern Bill Mize	Archie Scott Carl Hume	Preparing Remarks
The Great Air Robbery	No Cast	COLUMBIA Christie Calane	Unassigned	Unassigned	Preparing
Miscellaneous	Barbara Stanwyck	Frank Capra	Unassigned	Unassigned	Preparing
The Cop and the Girl	No Cast	Ernie Kerton	Unassigned	Unassigned	Preparing
Lover Come Back	No Cast	Unassigned	Unassigned	Unassigned	Preparing
Untitled	Ralph Graves	Unassigned	Unassigned	Unassigned	Preparing
Victims Red	No Cast	Unassigned	Unassigned	Unassigned	Preparing
Fifty Millions Deep	No Cast	Unassigned	Unassigned	Unassigned	Preparing
EDUCATIONAL					
JAMES CRUIZE PRODUCTIONS					
Salvation Nell	Heaven Chander Ralph Graves Sally O'Neil Charlotte Walker John Roberts D. W. Janney Mather Bell Willy Albright, Jr.	James Cruze	B. Levery	Charlie Schoenbaum	Shooting
FIRST NATIONAL					
Changes	Douglas Fairbanks, Jr. Anthony Bushell Rose Hobart Mary Forbes Mac Madison Edward Morgan Holmes Herbert William Austin Edmond Brown Harry Allen Jeanette Fenwick	John Dwan	Jack Roland	Ernie Hallor	Shooting
Broad Minded	Joe E. Brown Ann Munson Wm. Collier, Jr. Majore White Holmes Herbert Margaret Livingston Thomas Todd Graves Hampton Bela Lugosi George Grandee	Mervyn Le Roy	Irving Asher	Solway Cox	Shooting
Two and a Half	Lewin Stone Faylan Knapp Charles Buterworth John Darrow Doris Kenyon Una Merkel Oscar Apfel Nella Walker Anny Oakleaf Walter Huston Doris Kenyon B. B. Warner John Halliday Duffy Daugherty	Robert Milton	James Dunn	Sol Polito	Shooting
Reckless Honor	John D. Dillon Edward B. Lee				
Upper Lip World	John D. Dillon Edward B. Lee				
Women of All Nations	Edmund Lewis Victor McLaglen Greta Nissen Ed Brendel Eileen Lenth	Raoul Walsh	R. L. Hough	Lucien Ardant	Shooting
Untitled	Edmund Lewis Victor McLaglen Greta Nissen Ed Brendel Eileen Lenth	Kenneth McKenna Wm. Menzies Thornton Freeland	Unassigned	Unassigned	Preparing
Six Cylinder Love	Spencer Tracy Wm. Collier, Sr. Kath Warren Lorain Raker	Unassigned	Unassigned	Unassigned	Preparing
Young Sinners	Thomas Meighan Helen Altshoff Lucien Prival John Gilbert Thomas Meighan Eileen Lenth Flo Moray John T. Murray Lucien Altshoff	John Blystone	Unassigned	Unassigned	Preparing
Daddy Longlegs	Thomas Meighan Helen Altshoff Lucien Prival John Gilbert Thomas Meighan Eileen Lenth Flo Moray John T. Murray Lucien Altshoff	Unassigned	Unassigned	Unassigned	Preparing
Cure for the Blues	Thomas Meighan Helen Altshoff Lucien Prival John Gilbert Thomas Meighan Eileen Lenth Flo Moray John T. Murray Lucien Altshoff	Frank Borzage	Unassigned	Unassigned	Preparing
M. C. M.					
The Squaw Man	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	C. B. De Mille	Earl Haley	Harold Kesson	Shooting
The Torch Song	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Harry Beaumont	Bill Ryan	Chas. Rosher	Shooting
Shipmates	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Harry Pollard	Red Godkin	Clyde De Vries	Shooting
Cheri Bidd	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	J. Robertson	Earl Taggart	Oliver Marsh	Shooting
Suzanne Lennox	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	King Vidor	Unassigned	Unassigned	Preparing
Never the Twain Shall Meet	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	W. S. Van Dyke	Jack Juma	Marritt Gerard	Shooting
Parker, Bedroom and Bath	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Buster Keaton	Unassigned	Unassigned	Preparing
Parker, Bedroom and Bath	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Buster Keaton	Unassigned	Unassigned	Preparing
Trial of Mary Dugan	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Benito Perojo	Harold Bucquet	Gordon Avil	Shooting
Five and Ten	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Unassigned	Unassigned	Unassigned	Preparing
Three Sons	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Clarence Brown	Unassigned	Unassigned	Preparing
Sea Eagles	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Geo. Hill	Unassigned	Unassigned	Preparing
Sea Eagles	Warner Baxter Joan Benson Lynne Vicker Chas. Fiskard Robert Young Ray Young John Crawford John Hamilton J. M. Brown Margery Rambeau Red Montgomery Brooklyn Jordan Ernest Torrence Robert Burrough Chif Edwards Gavin Gordon John Gilbert John Herbold John Herbold Conchita Montenegro John Herbold C. Abbe Smith J. Lloyd Ingraham Mitchell Lewis Clyde Cook Buster Keaton	Jack Conway	Unassigned	Unassigned	Preparing

Joseph Kennedy May Join Fox Organization

Freeze Out As Rise Due

The freeze-out is on for a rise in Warner Brothers' stock, according to some inside information garnered around the brokerage offices this week.

First move, which is now in progress, is a barrage of publicity unfavorable to the W. B. stock, making the small, uninformed holders thereof think they'll play sucker if they hold on any longer.

The inside story of the slump feature of the quarterly report played up heavily in wire dispatches this week, and given prominent headings on the financial pages of newspapers. These reports pointed out that the profits per share on the current quarter were 39 cents as compared to \$2.02 for the previous year. Net profit for the quarter ending December 30, 1930, amounted to \$1,376,421, as compared to a net of \$5,629,109 for the same quarter in 1929.

The inside story of this coming, with a consequent rise in W. B. stock due, and that's why the present line of publicity on the stock is all bearish. It's the old idea of not letting the small fry sell when the stock's going down, but persuading them to sell when a rise is due.

SOUGHT AS 'MOSES' FOR \$50,000,000 BANKING MIRACLE

Joseph Kennedy, the former strong-stellar man back of Pathe, may join the Fox organization, it was reported this week.

Kennedy still has a big block of stock in Pathe, and whether he will go over to the Fox group depends largely on whether or not he can dispose of these holdings, it was stated. He is no longer active in Pathe.

The story said that Kennedy's genius for raising capital when financial difficulties loom as probable is the reason why he has been made highly attractive offer by the Fox people. It was stated that \$50,000,000 in notes signed by the Fox people are interests which Kennedy has on his program of tremendous expansion is due April 1, and about the only Moses the present Fox board can see is Kennedy. The notes were taken over by the interests which Clark and Winfield Sheel have repurchased and which Kennedy is reputed to be a day of prospective calamity unless some good banker like Kennedy steps into the situation with a solution.

Film Row Cuttings

By VI

The Exhibitors' and Exchange-men's Benefit show slated for next night, Saturday (28) is sure to be a smash. The scheduled preview is being given by the Exhibitors and Exchange-men are contributing their biggest and best flesh entertainment, a well known hand will furnish music and several stars will appear at the Fox Wilshire for the event. Everybody has responded to the affair with whole-hearted generosity and will set big returns at the show. For years the Exhibitors' and Exchange-men's Benefit Fund has been replenished by an annual fund-raising entertainment is a new and probably profitable departure from past custom.

There's an intensive campaign on for R-K-O-Pathe's Johnny Farrell golf pinning and the series will worth the effort expended on it.

J. H. MacIntyre, Pathe division manager, is about to take off for a swing around the division.

Frank Newman, well known through his connection with Paramount for many years, is a strict manager supervising out of town theatres for Warner Brothers along the coast.

Another fake temporarily missing on the Row is Harry E. Klein, of the Western Theatre, Premium Co. He's visiting San Francisco on business.

"Polly," Miss Pollock, of Lola Adams' Century's Film Board of Trade office, is getting out of an attack of flu, when she suddenly had a relapse due to a bad nervous condition.

Salesman Tom Kitching, of All Star, is making permanent headquarters for the firm at Phoenix.

By a contract recently made, all of the sixteen British-International features in Hollywood will play consecutive weeks at the Filmmate Theatre in Hollywood for the next four months.

"Lonely Wives," R-K-O-Pathe's picture, is being sold at 100 per cent over the West Coast price.

H. D. McBride is cruising around San Francisco on one of his publicity trips for Universal.

J. G. Milstein, resident manager of M-G-M, is also away from the home exchange, looking things over up north.

Flying in the interests of M-G-M, Hal Elias is up in Seattle on what might be termed a "Trader Horn" type. Going by plane helped the busy man to gain a few hours on his many activities.

Drawing Them To Grove

Carlos Molino, whose picture appears on page one of this issue, and his Argentine Orchestra, now playing at the Ambassador Hotel, are proving a big draw both at afternoon tea affairs and in conjunction with Gus Arnheim and his Orchestra in the Coconut Grove evenings.

Molino has brought the true type of Argentine tango music to Los Angeles, and the class trade of the Grove are going for it on a grand scale.

The Molino aggregation consists of nine pieces, including a soloist, and their numbers, interspersed with the Arnheim dance ensembles gives that touch of flair, which the Coconut patrons demand.

Molino has had a varied career, with success written across every phase of it. Making a big hit in the role of Don Alvarado's brother in the M-G-M film, "The Bridge of Luis Ruy," he has many picture successes to his credit, both in support and in leading roles.

In addition to this he has played numerous leading roles on the stage, being of that clean-cut, alluring personality which carried Rudolph Valentino to the top, with a touch of Barrymore thrown in.

His latest engagement in the East was at the exclusive Casa Lopez Club in New York. In addition to this his orchestra was in big demand for concerts at such class spots as the Astor Hotel.

Molino toured the Orpheum circuit several seasons, and also played over all the other major circuits. He and his musicians were also the big feature of the last Santa Barbara Fiesta.

'Round the Lots

By BETTY GALE

Great mystery surrounds the identity of the Minor bird, latest feature recruit of RKO. The bird needs no voice doubt, according to reports from the publicity department. It is claimed he clicked big at a line rehearsal with superhuman modulations in such phrases as "In your hat," and other nifties, new and old, including a stunning gag of technical intricacy. RKO's Minor bird was imported from India, is about the size of a small sparrow, sports a primitively colorful permanent wardrobe, and is now working on his first comedy release.

Mrs. Charlie Ruggles is aboard the S.S. Nautica on a West India cruise. Ruggles is making a special trip to the Lubitsch production, "The Smiling Lieutenant," starring Marlene Dietrich and under way at Par's New York studios.

Paramount is shooting some scenes for "Confessions of a Co-Ed" at Lake Tahoe with Phillips Holmes and Sylvia Sydney, though the picture will go further into production for some time. The same pair is scheduled for "An American Tragedy" when their return from the northern location.

John Darrow had a vision on the set the other day. Bob Smith, brother of William Sietter, who seems to be looking for a job like a lot of others in the Antique and Art store, seems to be rather short during the present business depression.

Helen Chandler is back at the studio after being laid up for a few days with badly infected eyes.

Charles Hutchins left for New York Tuesday night, taking with him Ramon Scott, his latest recruit. Hutchins may return to the coast in about a month; then again, he may go to England to do a few pictures.

P-P EXECS MEET

Jesse Laszlo and B. P. Schulberg have gone to Kansas City for a two days' conference with Adolph Zukor. Traveling west with Zukor, Laszlo, vice-president in charge of distribution, and Schulberg, Publicity, San Kate, in charge of Theatres, and Harry Goetz, treasurer and controller. The meeting is a private conference preceding the annual spring sales convention. Following the Laszlo will proceed to New York, and Schulberg will return to the coast.

SAN FRANCISCO, Feb. 26. Apparently authentic reports of this week linked United Artists with Fox. Fox President, Mr. D. W. Griffith, claimed the U. A. was seeking either of the houses as a production partner. The company hasn't had a Frisco screening since "Hell's Angels" played the Warfield several months ago.

Premiere is currently operated by M. L. Markowitz but lease of the house is held by Fox West Coast who recently took it over from the Public. The President is owned by the Winslow Estate and was previously managed by Duke, a legitimate theatre, being closed about a month ago.

'PARIS IN SPRING' WAS BIG OPENING

The new Louis Maclean-Lillian Albertson musical show "Paris in Spring" opened at the Hollywood Boulevard Theatre last night to a brilliant audience which attends premiere nights of these producers.

The production, which is an advance sale indicate a long and lucrative run for the show, which has been the subject of a big rave from the L. A. daily papers.

"Paris in Spring" is an adaptation from a Venetian success, and is a collaboration with the famous comedies. Eddie Lambert and Richard Powell are handling the production. The show has been a success in the eyes of the cast all got a good send-off. Included are Janice Joyce, Charles B. Jones, June Sumner, Hamilton, George Harris, John Wagner, Harry Burgess, Milton Halprin and Howard Nugent.

The Cecil Starkey Orchestra was given high credit for its most material contribution to the big success of the Emmet, Calmar score.

(Inside Facts' review of "Paris in Spring" will be in the next issue.)

LOWEY'S GROSS BEST OF ANY WEEK

Nothing to throw a rave over in grosses this week. Lowe's State with Edmund Lowe and Jeanette MacDonald, "The Girl in the Saddle" and an F & M stage show grabbed the top downtown with \$23,229. The picture, with the Chinese is going strong with Trader Horn at \$27,500. The R-K-O picture, "The Girl in the Saddle," held good at \$18,302 for five days which at that ratio actually puts it at \$110,000 with a net profit of \$26,000 for the full week. The picture's "Illicit" in both the Hollywood and Downtown theatres, did well enough to warrant a \$19,000 to warrant holding the location, place over for another seven days. The picture, "The Girl in the Saddle," with "Rango" and Paramount with "Fin and Hattie" starring Leon Errol and Vivian Grey, with a net profit forward to a big week with Fredric March and Claudette Colbert continue in "How to Succeed in Love." "East Lynne" is pulling them in sufficiently to warrant a continuation of "The Girl in the Saddle" with "Vaudville" and "Resurrection" did an average business at \$14,222. Fox President, Mr. D. W. Griffith, claimed the U. A. was seeking either of the houses as a production partner. The company hasn't had a Frisco screening since "Hell's Angels" played the Warfield several months ago.

TO GIVE BANQUET Fanchon and Marco are putting on a banquet and show for members of the Hollywood Chamber of Commerce March 3. It is a housewarming for F. and M.'s new headquarters at 5600 Sunset boulevard. Talent will be recruited from the F. and M. roster.

BIGGER SHOWS TO BE RELEASED BY ENTRY

(Continued from Page 1)

shows for the L. A. and S. F. Orpheum theatres.

Break For Talent

Plans of Paramount and Fox were not learned but close-in opinion is that the former would not build up their stage shows to back the bigger R-K-O shows and the lower F & M prices, but that Fox is fully satisfied with the product now being turned out for them by Fanchon and Marco. The F & M would hold an ace spot in popular favor on the coast, both because of the "The Entertainment" feature and because they are the only ones which continued uninterrupted despite the advent of Vitaphone.

Anyway it is looked at, the entry into the exhibition field of Fanchon and Marco looks like a neat break for the performer. The present major circuits will do almost anything before they will seriously chop prices, it is known, and more entertainment for the present money is the only alternative.

Bobby May, class juggler on the RKO time, who last week played the local RKO theatre, is now a full-fledged member of the Magician's Brotherhood. Bobby is slated to the honor at a get-together tendered him by the Ushers, who were on the same bill with Bobby.

But wasn't Jack with Bobby during the week. He had a nervous breakdown, and, upon the advice of Dr. Lou Josephs, practitioner of the theatrical profession, Bobby is now at California. He will resume his tour at Salt Lake City at the end of the period.

Writing Film Story Around 'Saltoanimalis'

Ralph Cedar, Pathe director and scenarist is writing a story for Otto Shillet, actor and producer, who is appearing in the "Gimmarow" picture at the Orpheum. The story is said to have many unique comedy angles, and Shillet is interested in it with his new Gargoyles. Dancing, "Saltoanimalis." The Harriettor Pictures are working on a special fantastic sequence for the artist.

Noel Miller, washed up on the hitch-hicks, promettes, and hop-jump-shuffles of the general public, has devised some new steps with names that are highly indicative. For example, "Chambliss," "Mordus coyote, skunk fugio, elephas minus, tarsus lunge, and other" has received no explanation despite the lofty looking Latin endings. And Noel Miller, the teacher, is famous in "Saltoanimalis," claiming that a theory is as significant as its practical application. The theory is proving his hypothesis to be more than high-brow chatter, delivering dramatic material that has great value to the entertainment business.

Out Among 'Em

By Matson

At the Grove . . . Gun Arnheim

—ever trying new combinations to improve his already popular band . . . Now it's a smart Tango group

led by Carlos Molino, playing between two dances that intriguing Argentine music which makes one want to try that intricate dance even if one has not been to Europe. . . Nick Stuart and the Mrs. (Sue Carol) waiting for "Peanuts" before doing their act.

Bing Crosby looking older, but singing better than ever. . . Besser receiving a wire from Chicago that he was reported dead. . . After two consecutive song hits, too. . . Perhaps they mean he would be dead if he returned to Chicago. It doesn't pay to lift a gag or a lyric in that spot.

Tom Kitching, the recordian player in Gus Arnheim's band, is much in demand for studio recording work. . . This "Fusing Tones" is a real new thing. The Blossom Room where genial Bill Menn gets you, and in spite of the rowdy cat aways for one party a comfortable spot. . . And Abe Lyman proving that a good orchestra can't always get by on a mere into a class room and make you want to dance.

Joe Cook, the manager of "BALI" the new Travogue picture back from San Francisco, where his picture opened. . . Ray Harris, of Harriettor, off to New York on the "Chief." . . Roy Boswell, of the Master Productions, returned from his trip with Cliff Edwards looking over the spot for a studio location. . . and of course they knew of the natives taking the "Curse."

'THE LIFE OF A SUPER TOPT B.O.

"Once in a Lifetime" the Grauman importation is the prize ticket for the week. \$17,845 was the take, and the end result in sight. Grauman looks to holding on with this satire for weeks yet.

Word is that the end result is about the best that legit offering can boast. It is duck soup for the boys, and sound the middle of the industry it pokes fun at.

The Merchant of Venice' held down at the Hollywood Music Box for \$4,400 which is a nifty testimony to the directorability of a lot of Noel Miller, the teacher, is famous in "Saltoanimalis," claiming that a theory is as significant as its practical application. The theory is proving his hypothesis to be more than high-brow chatter, delivering dramatic material that has great value to the entertainment business.

met. The right type isn't available. The pressing need is to get three box-office names to back it. Leon Errol was valuable.

Relative value, neglected of conference, stood meekly on sidelines, shamed, pleading to be heard.

e, Mr. Paramount," it mune
entertainment and laugh
this production is Mitzi
keeping a sappy father out
le. Mitzi Green keeping
Errol out of trouble isn't
Leon Errol is no sap
id to Papa Errol: "Th
is you don't know wha
about, Pop." And Leon
d to look as if he didn't

ame just about as close to
away with it as Mauric
r. Thus audience sym
rned to pity and entertain
ue went blooze.
d a whale of a comedy thi
d Hattie thing would have
h smart little Mitzi Gooe
laughter to that dumb goo
rwin, as the father. Wom
d Paramount would say
told them they had lopp

**WORLD'S
SEE PICTURE
Theatre**

Worlds," an Elstree production coming out of England with a slow but fairly close-knit audience in

only a mildly attentive and understanding of the world. Not much here for the picture is well up in the old story of racial inclusion along the deviant paths of two individual difficulties fill in the running opus. Charles Roshier's philosophy is noteworthy.

on Jewish clockmaker, Karan carried the big character with fine feeling, never a dramatic trick in his characterization. Donald through strength of personal appearance and commanding dramatic ability, stood head and shoulders above the required his part. Norah Barin, daughter of Ayrton fell short on affected moments, but her what would otherwise been a satisfying, if routine performance. John Langdon, the aristocrat who brings the race question by his with the clockmaker, and C. M. Hallard in part handled their assignments well.

her. Turn over the banner
there's the flag. Whoever
d that one deserves plenty

slapping. Smart, that was. The S. F. Chronicle's picture of the Panama Pacific Exposition held here in 1915 was a thing, especially for the Mrs. Tiffany's clump combs. Nights in a Bar Room was a Fox picture "Don't Bet on Men" rounded out the bill. That show pleased 95 per cent of the ticket buyers. The per cent had no business to care anyway.

Sincerely yours,
Harold Roe

Harold J. Bock

MANAGER
RUBE COHEN
Representative

PLUNKETT RETAINS MURRAY SHOWS: TO BE MADE BIGGER

SAN FRANCISCO, Feb. 26.—Meeting here for the past several days, RKO-O exes decided on a continuation of stage shows at their Orpheum here and in Los Angeles, with Bud Murray again retained as producer.

Probable opening date of the new picture "Millie" with prologue at the local Orph. will be March 7, after a four week run. "Cimarron" is expected to stay in the Los Angeles house for a couple weeks more.

Meeting here this week were Joe Plunkett, general manager of RKO-O; E. M. Gluckman, director of theatre management; Cliff Work, division manager and Ben Serkewich, who conferred with Jack Gross, local district manager. Murray was also up from Hollywood to talk over the forthcoming show with his "Frisco assistant, Don Summers."

Murray will put a line of girls in the next show and will build it up to almost half hour length, continuing to use the present, much vocal ensemble and Uzia Bernani, musical director.

Sharon Lynn and Clifford Dempsey have signed for roles in Radio Pictures' "Too Many Cooks."

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for

Don Smith

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Fox El Capitan
SAN FRANCISCO

Many Thanks to Peggy
O'Neill and My Pal,
Jay Brower

SAN FRANCISCO

OAKLAND, SAN JOSE, SACRAMENTO

Market Street Gleanings

SAN FRANCISCO, Feb. 26.—Earl Keates, Wesco broker of L. A., was in town. . . also Edie Bush with his Baltimore trio, consisting of himself, Buster Dees and Earl Randall. . . Dick Marshall now with Kolb and Dill as representative. . . while Frank Hill is manager and Frank Herman purveyor of publicity. . . the secret marriage of Don Smith to Janette Dwinelle more than a year ago has just been announced. . . and by this time there is a Donald Smith, Jr. . . Herman Kersten wearing big rings under his eyes after 48 consecutive hours' work on the new Fox stage shows. . . Al Sather and Charlie Franks all set in their new Kress building offices. . . and receiving such guests as Bob Olsen, Frank Galvin, Henry Harke, Bob Spencer, Larry Yoell and plenty of others. . . Still another Cimarron night. . . this at the Mark Hopkins. . . wherever you go in this burg you hear the Voice of RKO and the "Cimarron" theme song. . . George Scheller and the male chorus singing while Uzia Bernani pianos. . . the Earl Eschmanns there. . . and Abe Elbon, Dick Arnold and Harry Bush plugging tunes. . . Anson Weeks has a mighty fine dance band and business is good.

Della La Mar, dancing instructor of Yuba City, visiting the old stamping grounds. . . Weasel Johnson finally accepting bids on that peanut vendor hat o' his'n. . . Abbey Raser getting hot at Marquards. . . Officers Lorenz and Allen nominated for the Helping Hand Association. . . Sweeten practicing on a jews-harp. . . but his nose isn't quite prominent enough. . . Wait Sullivan is burned about his recent remarks. . . Foster and Ma'Bele exhibiting music. . . Ed and Morton Beck, Charlie and Tomasi and Prosper and Maret resting between "African" showings at the Warfield. . . Dick Learys making up a schedule. . . Dave Richards, Harry Bechtel and Jack Plummet in another of

those sidewalk conferences. . . the preview of "Millie" at the Orph. . . attended by Henry Pinus and Alex McCausland, those Sammie twins of theatre and newspapermen. . . Don Summers, Bob Brady, Marilyn Morgan, Emil Umann and scads of others there. . . Jack Gross had his first vacation since arriving in Frisco when he went to Tahoe with his wife over the week-end. . . Lloyd Yoder, Marjorie Primley, Annette Hastings and Imelda Montague and other NGists at the Hotel St. Francis for a special National night. . . Clem Kennedy among those present. . . and Bob Pearson saluting with Florence Baker. . . aha, inter-office send-off.

Newest and swankiest spot yet to open is the Club Royale, manned by a swell entertaining crew and with the best of everything in whatever line you might desire. . . total gate on the Metal Show was one cent, which, was more than expected considering the 75,000 passes out.

Dick Spier hustling down the rialto with Edward G. Robinson, who is no less a personage than Little Caesar. . . both looking exceptionally gummish with long black Virginia Cheopots protruding from their heads. . . Joe Ennis harries across the street. . . somebody told us that Rufe Blair bought a hat and a set of golf clubs but it's nothing but a pack of lies. . . Bill Kohler scuttling between the premier and Pompeii. . . Bee Montague is now Beatrice Nelson and the address is now EAST.

Al K. Hall stops to chat. . . both Bob Gilman and Al Bergen are afraid to volunteer into about either for these columns. . . once one started there would be an endless chain. . . Lloyd Comphie visiting Jess Stafford at the Palace. . . Gene Rose and assisting musicians turn politician during the course of an evening meal. . . resolved: probit is a floo. . . then do say that John Wolohan is Irish. . . Eleanor Allen at the Root Garden. . . Bert Catley and Charlie Thall going bowling it after an evening meal. . . such class. . .

PINCUS TO WED

SAN FRANCISCO, Feb. 26.—Henry Pincus is looking around for a justice of the peace to solemnize his forthcoming marriage to Adele Greene, local non-pro. Date is set for March 7. Pincus has been a bachelor for the past 31 years. Congratulations are being sent to the Casino theatre which he manages for Ackerman and Harris.

RUMOR BURLESQUE

SAN FRANCISCO, Feb. 26.—Tom Dalton, of the Los Angeles burlesque operators, returns this week, stating he was simply visiting "San Quentin." Rumor, however, connected him with seeking the Tirolis as a spot for burlesque.

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LEGIT WEEK HAS LITTLE EXCITEMENT

SAN FRANCISCO, Feb. 26.—Legit plenty low. Kolb and Dill "Topaze" opening. Nothing else. Walker Whiteside on the calendar for March 2 at the Columbia.

K. and D. in "Apron Strings" pulled 2200 on their opening night at the Geary and have held up well since. "Topaze" opened Tuesday at the Curran and started well. Columbia has a picture "Bali." Alexzar closed Saturday. "Spider" did \$4600 to close.

SAN FRANCISCO, Feb. 26.—A non-stop walkathon, slated to last around one hundred hours, has followed the recent marathon at the Golden Gate ballroom. Same promoters.

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SAN FRANCISCO

REOPEN HOUSE

SAN FRANCISCO, Feb. 26.—Coliseum, one of the five T. and D. Jr. houses, had a big re-opening last week celebrating the installation of new decorations, chairs, carpets, box office, lobby, sidewalks, furniture, electric fixtures, magnificence screen and the enlargement of seating capacity to 2200 seats. Coliseum is a district house, owned by T. and D. Jr. along with the Alexandria, Harding, Metropolitan and Ballboa. Sam Levin is president and Al Levin general manager.

EL CAP STICK UP

SAN FRANCISCO, Feb. 26.—In the late afternoon of Washington's Birthday a robber held up the Fox El Capitan and escaped with \$50, overlooking two grand which had been secreted in the office. Badman followed Ted Manly, foreman, into the office and forced Al Long, assistant manager, to open the safe.

HIRSCH-ARNOLD
BALLET MISTRESSES
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WEATHER, SEASON TAKE TOLL FROM PICTURE RECEIPTS

SAN FRANCISCO, Feb. 26.—A combination of Lent, a three day holiday, too nice weather and rain served to cut down picture receipts for the past week. All houses held up okay but would have been much better with the absence of those impediments.

First National's "Little Caesar" bowed into the Paramount and is flicking right off the bat. Robinson in person on Wednesday helped, along with Jan Rubin's orchestra. The intake was around \$24,000.

Loew's Warfield, too, was quite satisfactory with Rufe Wolf and "African" idea holding down the stage and George O'Brien on screen in "Scas Beneath," with \$23,500 the figure, "Stoken Heaven" next.

Radio's "Cimarron" held up exceptionally well for the Orpheum, third week of that epic drawing around \$18,000, which is plenty. Robinson's idea holding down the "Millie" with stage shows to be continued.

Warners' slipped with "River's End" on screen. Since the house could drag "Outward Bound" is current.

Fox got by okay with "Don't Bet on Women" with a big black stage show and Walt Roemer conducting. The gross was around \$6,000 and Jean Crawford in "Dance, Fools, Dance" is now in. California was second run with "Royal Pains" moved down from the Par and copping \$9000.

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Call A Halt On This

Why certain civic or fraternal organizations persist in taking advantage of the usual good nature of theatrical people is something to be pondered upon.

The thought is brought to mind by the recent request of the Kivans Club for the Pantages Orchestra to play gratis at one of their gatherings.

The Musicians' Union denied the request this time, and it's a precedent that is well worth following in unbroken train. Entertainment is bread-and-butter to show people, and when some Glorified Good Fellowship Club asks for it free, it is cheap, tawdry and absolutely without warrant. The rate for entertainment is so much per hour, and there's no reason why the Kivans, the Optimists, the Breakfast Club or what have you should be so beatified that they are above the usual tax paid by "lesser" members of the public.

KING HELD OVER

SEATTLE, Feb. 27. — Hermie King will appear at the Seattle Paramount for one month's extended stay. Hermie has proved such an attraction that Mr. Bender obtained permission from A. M. Bowles to hold him over. King opens at the Fox Oakland, March 19th.

MISS DAILEY ARRIVES

Allan Dailey playing in stock at the Texas Grand Theatre, El Paso, is now a family man. A daughter, Patricia Mary was born on February 20.

TO START DANCING

SAN FRANCISCO, Feb. 26. — Loe's Warfield will inaugurate stage contest dancing at its Saturday midnight matinees beginning this week.

OPENS SONG OFFICES

OAKLAND, Feb. 19. — Charles Midgley has opened office on Rosemont Road for the purpose of assisting songwriters in preparing their melodies and lyrics for copyright and publication. Midgley, well known, as a composer, most recently was with Paramount studios as an arranger and composer.

HOTEL REGENT

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SEEKING STAR FOR 'FISH GOT TO SWIM'

Arthur Greville Collins has sought "Fish Got to Swim," a new feature drama by Bernard Schubert. The play was originally purchased by William LeBaron for R-C-O during the time that the studio contemplated crashing the legit with a series of productions at the Mason.

The play calls for a male star, and Collins is at present negotiating with a big New York name for the part. As soon as the star is definitely set, he will begin casting other roles in Los Angeles. The opening is slated for Easter week at the Columbia Theatre in San Francisco, with the L. A. showing to follow. Collins plans to take the new pop comedy to New York in September.

HOLLYWOOD GARDENS

HOLLYWOOD

(Reviewed Feb. 24)
 With Sol Barker in as the new director and manager, and an aggregation of red hot rhythmists in the persons of the 10-piece Brown-Davenport Orchestra, this Hollywood dance spot is rapidly building up a steady business of excellent dancing merit.

Judging by remarks on the night when this reviewer caught the proceedings, the steady at the place are here to stay, and newcomers to the Gardens are flowing in.

Barker, who was formerly manager at the Venice Ballroom for the Abbott Kinney Company, has just returned from an eastern swing, clock full of ideas. He made a survey of successful ballrooms in New York, Chicago, Philadelphia and Atlantic City to see what new ideas might be ripe for the plucking, and upon his return he launched a program of novelty and drawing stunts that look sure-fire at this writing.

His first move was to bring in the Bronx Davenport group, and these ten boys include class specialists as well as plenty of that sort of rhythmist that just makes the feet move to a cornet specialty and some duetting and soloing went over big on the night of the review.

Marching under the slogan of "The Power of Rhythm," Barker has announced a series of special nights, every night of the week being dedicated to something different. Monday is Waltz Contest Night, Tuesday is a Fox Trot Contest, Wednesday is a Novelty Musical Night, Thursday is a so-called Lalapuzza Run Feast, Friday is Collegiate Contest Night and Saturday is Paris Night Life Night.

Policy of matinees, which are held every Saturday from 2 to 5 p. m., is 25 cents admission with no charge for dancing. Night policy is free admission and a 5-cent charge for dancing. Charge for loaves is 50 cents.

The Gardens joined the craze when the miniature golf fad was on but, like most of the rest of them, it took the bumps. The place has been completely renovated and redecorated for its return to dancing, and is one of the classiest spots in town for coziness and that place-to-spend-an-evening.

Sammy.

NEW F-M SPOT

F. and M. have put presentations into the Fox-Bakersfield on the last half of the week, starting this week. Murray Peck is m. c. and Earl Keates is booking the house.

Expert Exploitation

By JAY PERRY SILVEY

See FACTS OF INSIDE FACTS

IN THINKING EXPLOITATION DON'T FORGET THAT YOUR DUTIES DO NOT END WITH MERELY ADVERTISING AND SELLING YOUR PICTURE. A GREAT DEAL DEPENDS ON YOUR PATRONS' RECEPTION OF YOUR THEATRE. THE GENERAL APPEARANCE OF THE HOUSE; THE COURTESIES SHOWN, IF ANY; THE SUREN ITSELF AND THE SOUND; AND THE HUNDRED AND ONE OTHER DETAILS THAT MAKE THE THEATRE A PLEASURE TO ATTEND. A PATRON WILL USUALLY LEAVE THE HOUSE MORE OR LESS PLEASED, EVEN IF THE PROGRAM IS NOT QUITE UP TO SNAPS. IF THE PROPERTIES SHOWN IN THE ACTUAL CONDUCT OF THE THEATRE. GRANTED THAT YOUR DOORMAN MAY FEEL THE NEED OF CONFIRMATION AND WISH TO TALK TO OTHER DETAILS THAT MAKE THE THEATRE A PLEASURE TO ATTEND. BUT THIS IS AN EXCELLENT METHOD OF SENDING OUT A DISGRUNTLED AUDIENCE.

SEE THAT YOUR STAFF SHOWS REAL COURTESY TO YOUR PATRONS, LEAVE TO THE EXTENT OF GOING OUT OF THEIR WAY TO PLEASE.

The Charnon Land Rush is now an institution throughout the nation in all spots where this great epic is being shown. And Jack Gross and Ed Linahan of the S. F. Orpheum didn't overlook this bet.

The tie-up was effected with three outside concerns—a furniture store, a stage line and a realty firm. Contestants must register at one of the firms or at the theatre. The rush starts from the theatre with the finishing spin at the realtor's property. Here the realtor's number of lots staked out and designated, that are given gratis to the fortunate ones. Starting from a line at the sound of the gun, the first on the designated lots are the lucky new owners of the property. A series of prizes are offered in addition to the most antiquated vehicles in traveling to the property and to the most picturesque costumes in keeping with the "Cimarron" picture. The stage company takes care of the overflow without vehicles of their own. The furniture company also issues a few prizes. All in all it is a great idea and a lot of fun for all concerned to say nothing of the advertising value.

Spiel Scores

For "Little Caesar" at the S. F. Paramount, Dick Spiel splurged on quantities of exploitation items. The libraries and book stores were covered thoroughly with an attractive book-mark tying the book to the picture. A throwaway of the same size and shape as the motorist's license parking tag were showered throughout the metropolitan district in parked autos, copy on both sides calling attention to the feature and the star led off with a full-faced type Warning. If anything, the picture got attention from a tourist, it is the police ticket tag, but care must be shown to avoid having a horse taste and drive to mouth. People often react unfavorably to the sight of a tag and will refuse to enter with the theory if told extra was strewn about, too, with a scrawling heading "Gang War Begins." This was but part of the complete campaign which included window cards, billboards, radio and, of course, the newspapers.

Heralds

While heralds were probably used successfully in the days when Moses was parting the Red Sea, favorable mention may be given by this department to one issued by the Columbia Theatre for Walker White-side's "Chinese Bungalow." The entire layout is very attractive, starting with page one which is a white on black with a photo of White-side and a line cut of said bungalow giving the place over the theatre and selling copy. And the copy is kept down, which is a point in itself. The inside spread is a series of drawings of White-side in his various Oriental characterizations while the back cover tells the story of the show. One of the best selling spots is the minimum of copy, which shows remarkable restraint on the part of the originator, who is nameless.

Candy Hook-ups

Candy and gum concerns are often advantageously tied in to selling an attractive picture. The reason this came to mind on the "New Moon" was a bar of the same name for sale at all stores as also with "Amos and Andy." A couple of mints in a cellophane envelope with the picture of the picture can be distributed to diners at almost all cafes and restaurants by the hostelry management at small cost. Gum, a national and inexpensive American commodity, can be regrettably neglected. It is no advantage to use the gum in this distribution, naturally, as they are notorious for their leanings toward sweets.

Roesch Buys

George Roesch, Fox assistant divisional advertising, took time out to help Jack Ryan open the new Fox, Senator at Vallejo. And did he do things worth while. Vallejo has three papers, and Roesch blossomed out with a total of 2 cooperative pages in the three for the premiere. Which is a whole of a lot of advertising for any town, large or small. This will probably confirm the belief that Ryan owns an interest in the Vallejo news-sheets. Or at least knows where the body is buried.

H. E. BILLHEIMER

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Radio Ramblin'

SEATTLE, Feb. 27.—A nicely program called "Hits and Bits of the New World" is pleasing KOMO listeners. This program features music written by North and South American composers. The orchestra is under the direction of Walter Henningson, soloists: Veona Socolofsky and Fred Lynch. All are artists of the highest order and merit the popularity they enjoy.

The "Musical Racketeers," a wise-cracking, harmony team furnish the comedy for KJR. Their songs are good and while some of the gags are old the boys put 'em across in a way that makes 'em click.

KOL's "Blue Boy" in the person of Stonevall Jackson, offers radio fans a little of everything. His program is impromptu and whether he croons songs, strums his guitar accompaniment or tickles the ivories he puts his stuff over the ether waves in a manner that makes the fans call for more.

Again, we give honorable mention to those two KOMO boys, Helms and Harkins. They are a clever team.

Elmore Vincent with his "Smilin' Sam" program is one of the reasons that fans keep the dial at KJR so much. The boy is good.

KJR's "Tiny Tenor" Bob Monsen is clicking heavily, and no wonder the stuff he puts into the mike and the way it comes out therefrom.

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FOLLIES FAILS TO
CLICK AFTER WEEK

SEATTLE, Feb. 27.—Though seeming to get off to a good start, the Follies Theatre here went dark suddenly and with announced reasons in conflict with the rumored reasons.

Al W. Gillis opened with a musical comedy there just last week, and everything looked rosy insofar as could be judged from early business.

But the door soon closed, with "Closed for Alterations" tacked thereon. However, reports which seem to be authentic state that the sign should read "Closed for Lack of Finances."

IS WASHINGTONIAN

SEATTLE, Feb. 27.—At the annual luncheon celebrating Washington's birthday, Owen Sweeten and His Boys were entertained by the Washingtonian Club. From now on this aggregation will be known as the "Washingtonians." Sweeten was made an honorary member, a distinction claimed by only one other man.

OPEN AT FOX

SEATTLE, Feb. 27.—Gordon MacBean and Arden Smith, better known as the Musical Racketeers, have opened at the Fox for an indefinite run. The boys are working in the pit, using piano and organ, and their harmony and patter is making the customers sit up and take notice.

NEW TREASURER

SEATTLE, Feb. 27.—Henry Ross is now treasurer at the Fifth Ave. Theatre. He replaces Robert Williams who resigned last week.

Fifth Avenue

SEATTLE, Feb. 27.—Seen along Fifth Avenue . . . Casey Jones greeting old friends . . . Jimmy Hickles, the Fox manager, looking very happy about something . . . or maybe everything in general . . . didn't disclose the reason . . . May Robson rehearsing at the Moore . . . and the newspaper scries all gave a grand welcome to one of the grand old ladies of the stage . . . Show is "The Making Over of Mrs. Matt" by the Fairbridge-Bosch Company.

Florence Reed also appreciating the good reception which Seattle gave her . . . Her "Mother God-dam" of "The Shanghai Gesture" was a wow, and then she did "The Mirage" . . . Francis Sayles at the Moore Theatre giving an expert dissertation on dogs . . . She likes 'em.

Gerdie MacBean dashing from KJR to the Fox and latter again . . . must have been awfully important, Gordie, according to the clip you were going . . . Olive Reynolds catching a breath between broadcasts . . . Basy lady is Olive . . . Ward Ireland wearing a green sweater and a derby . . . A good old Bowery conch, but it looked real class and upper. Noo Yawky on Ward . . . Ivan Dittmar in a huddle plotting against Ward.

Carl Winge in a very dignified stalk toward Fifth Ave., with his portfolio under his arm . . . Art Frank holding forth views upon this and that at the RKO . . . and George and Flo Barclay doing a hit-list stroll around the Moore . . . and lots of the pretty "Icy-Hot" girls scuffling about back stage . . . good old Fifth Ave.

IN ELOPEMENT

SEATTLE, Feb. 27.—Marjorie Holladay, KJR staff artist, surging a surprise by eloping Valentine's Day. The young lady at first denied the marriage, but later confessed.

RKO CHIEFS HOLD
N. W. CONFERENCE

SEATTLE, Feb. 27.—A conference of Radio Pictures chiefs and departmental execs was held here this week, its purpose being to lay plans to build up the prestige of the northwest RKO houses.

The RKO business has been good up in this territory, but it is understood that a general drive is on throughout the country by RKO to put their houses in the very spot, if possible. The reason is that the demand on the Radio Pictures studios in Hollywood is for more pictures like "Cimarron"—and these must make a lot of money to finance the cost of producing them. Additionally, it is reported, the RKO chiefs are planning to put the biggest stage shows in town in each of their northwest spots, drawing for big names from their vaude department and putting an elaborate presentation in back of the names.

The major figure at the local conference was Joseph Plunkett, RKO v. p. and general manager of the RKO Theatres. Others present were Harry Cohen, division manager of the Radio picture exchanges; Homer Gill, northwest divisional manager; M. Gluckstein, traveling divisional director; and Ben Serkewich, promotion department head.

NEW BALLAD

SEATTLE, Feb. 27.—"Comes Sunrise" a ballad fox-trot written by Owen Sweeten and Roy Oxman has just been released. Looks like a hit. Is published by The West Coast Music Publishers.

SEATTLE, Feb. 27.—Club Victor is presenting an old favorite to Seattle, Casey Jones.

Vancouver

By A. K. MacMARTIN

VANCOUVER, Feb. 26.—The Capitol outdistanced all competitors during the present stanza with Marie Dresser and Polly Moran in M-G-M's "Reducing." This feature pulled the best business into the Granville St. house that it has had for some weeks.

F. N.'s "The Lash," Richard Barlheim, took second place in the draw, at the Strand. The R-K-O Orpheum was below average with "Passion Flower" on the screen and four vaude acts headlined by Art Frank.

The Emgruss saw the B. G. Players repeating "Elizabeth Sleeps Out," the comedy with which they broke the long run record their first season here.

The Dominion did well with W. B.'s "The Doorway to Nowhere," which was heavily plugged.

The All British cabaret at the Avenue have changed their billing to The A. B. C. Follies, and are offering a variety bill Thursday, Friday, and Saturday of each week at a 50 cent top. The house is dark the first part of the week.

The Vancouver, legit house, is dark.

Calvin Winter and his R. K. Orlans wowed the customers with a medley of theme tunes from the different radio programs as an overture at the big vaude house this week. Cal is well known to radio fans from his weekly broadcast over CKWX, where, each Sunday night, he conducts a band for the Home Gas Symphony hour.

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BUD GORMAN

SAX—CLARINET

JACK PETTY

TRUMPET

FRANK CURRY

TRUMPET

GENE SMITH

TROMBONE

BOB LEE

BANJO

SAUL SIEFF

PIANO

RAY FLOYD

DRUMS

ELMER JAMES

BASS—TUBA

LOUIS FLINT

ORGANIST

HERE AND THERE ON THE AIR

Ramblin' With Vi

By VI HEGYI

KFI has begun construction on a 50-kilovolt transmitter to be located on a thirty acre tract near Northridge, Los Angeles County. Detailed specifications have not yet been released as to the number and dimension of the towers or building. Nor are accurate figures available at this time on the cost of the station or the new transmitter. But it's safe to say that this all comes under the head of "big breaks."

The Three Cheers, KJH's rhythm trio has a new member, replacing Bud Collyer. He is Ken Allen whose specialty is unusual arrangements that set off his remarkably high voice. Hale and Derby continue to hold on as the other two thirds of the male trio.

The Vignettes in Symphony have been changed again. This new arrangement originates with KFI and is now on the C. B. S. network as far east as Salt Lake City. The Vignettes are heard in half-hour broadcasts running two or more times, depending on how much story and music there is to cover. The last half of the former Vignette hour now carries a C. B. S. program from New York.

Dick Creadon continues to write countless lyrics everything at KJH. He is one of the few versatile radio personalities who can sing, dance, talk, acts, nor plays any instrument whatever into the mike. Nor an uninteresting line-up of "dents" for an ex-publicity man.

Running a 24-hour station calls for plenty of pep from the personnel, plus staff additions now and then. KGFJ has a new secretary and general assistant, Frank Valdez, publicity director. Donald Hendra faces that job. Jules Garrison is on to conduct the Shambler hour, and Don McDonald is going to run the Sunshine Hour.

KELV's Texas Longhorns have brought up an old time cow-hound from their native state to fiddle on their hour. Tex Barker is the new recruit.

Radio Varieties has a new voice riding the wave lengths over KGER. It belongs to Mel Roach, formerly of Indianapolis, WKBF and WFBM. Roach is doubling in continuity writing along with spelling.

Dorothy Dee is back to the comparatively soothing cacophony of her station, KTM, after week-ending in San Diego with her family, which includes a couple of kid sisters and a brother just at the behestons age.

KTM has switched Roland Haynes, tenor, and Arline Sweet, accompanist and ivory soloist, to an earlier hour for their Saturday broadcast.

With 31 published songs to his credit, not counting the Geise

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Stage Band of 20

U. P. C. IN COMBINE WITH N. W. SYSTEM

SAN FRANCISCO, Feb. 26—

United Broadcasting Co. and the Northwest Broadcasting System combine on March 1 in a deal given its final touches this week.

Eleven California, Washington and Oregon stations will be included in the new UBC setup with F. C. Dahlquist continuing as general manager.

Only change in the stations will be in San Francisco where KTAB leaves UBC to continue as an independent outfit, owned by Pickwick, KYA will leave KTAB's place as a link in the coast unit.

Consummation of the deal will give UBC 200 watts more power than any other chain in the Northwest. Network will be divided into two sections, Northwestern and California. N. W. stations are KJL, Seattle; KGA, Spokane; KEN, Portland; KVO, Bellingham; KGO, Eugene; KJZZ, Astoria. The Green Network—Stations KYA, San Francisco; KGB, San Francisco; KGER, Long Beach; KFWB, Hollywood; KTM, Los Angeles; will be known as the Silver Network.

Northwestern stations and KYA are all former Northwest circuits. KGER, the operation owned by that corporation, Lewis-KAY is local manager. KTAB here, effective March 1, will operate as an individual station along San Francisco artists. Bob Roberts is manager.

Twining the Dial

By VI

KFWB
FRENCH-MINIATURES
9:30-10 p. m.

"The Silver Wig" episode of Kay Van Ripper's class continuity was carried out in idiomatic Americanese, which means that it moved along faster than title and subtitle would indicate. The atmosphere delicacy of the whole didn't suffer on this account. It rang true by virtue of sincere performances, characteristic musical background and clever story manipulation.

Kay Van Ripper put across her lines as Madame de Maintenon in a pleasantly unaffected way that qualifies over the mike. Naumette Valle as Diane de Coni, the lady of the silver wig, gave a first rate account of herself in her usual deplorable way. Stuart Buchanan was vocally sound and kind as Louis XIV. Dorothy Warren and Fred Harrington got good results with their parts. Sam Wineland directed the string orchestra in several specialty tunes that came under the hand of good music.

KFI
GILMORE OIL CO.
9:45-10 p. m.

The Gilmore Circus was put over with neat success. Cellope, peacocks, kangaroos, sawyers, elephants and clowns—were right there. The atmospheric crowd-carrying on with just the necessary touch to make the spanglers and clowns end. Even the old gags managed to garner their share of giggles in the crowd-pleasing collection of knock-about comedy.

Paul Taylor's Metropolitan produced a novel vocal arrangement of "Valley My Baby Bawled Home" that would have been a riot under any three-ring tent in the bus-

ness. Duke Atterberry and Ken Gillum were the hoisters and Ben Plunkmura directed the ten-piece band.

KJH
DAVIS PERFECTION
BREAD CO.
9:15-10 p. m.

Courts Jack and Grace among those who do their share in pulling up the score on continuities to a very decent average. With a domestic ship punctuated by songs, the three-piece band brings lines into the ether. Jack Sterns has a confidential quality to his crooning that early morning lady listeners can go for. His piano accompaniments were on the credit side of the ledger, too. Grace Hamilton's voice is a class variety. Her tendencies and sweet tones that never miss. They're just a couple of love birds whose domestic trials and errors are real enough to be diverting.

KGFJ
SO. CALIF. FURNITURE CO.
10:10-10:30 p. m.

Through a slow and easy tempo throughout, Jack Dunn turned out some mighty warm band music. A sweet sax and low down drums stood out in the ensemble, which included a vocal soloist on the choruses. Not a rhythmic trick was lost and the tempo staid them all with his own distinctive style. The band is a class outfit that was ingratiating to the ears. Dunn should be a strong force for dance fans to crowd the place where he swings the laton. The dance music by remote control from the Rainbow Gardens.

KMTR
NEW YORK HARDWARE
TRADING CO.
9:30-10 p. m.

Don Wilson and Don Warner attacked their entertaining half-hour with bang-up spirit and business-like presentation. The boys work on two pianos and play 'em off fast and furious. A team like this does much to bring back faith in the shiny and ivory means of amusing the public. They crowded lots of harmonies and melodies, themes and variations into their routine program. "Sing Something Simple." "Give Me Something To Remember." "You Be" and "I Will Get Thrill Thinking of You" were among their okay offerings.

Ramblin' With Hal

By HAROLD BOCK

SAN FRANCISCO, Feb. 26—

Following the general trend of show business to abbreviate its actual offerings radio, too, has reached the point where speed is the thing.

Listeners generally don't want to sit still for long stretches of time. They want speed, punch. Fifteen minute and half hour programs. Look over any station's announcement of new programs and you'll find 75 per cent of the new sponsored programs are for the quarter hour period.

With a number of years in show business to his credit Frank Galvin has been named program director for KFI and will start his new job on the air for the last two years as a monologist and musician and has been on KFRG, KFO and KTAB.

KFO has a newly organized drama grid under the direction of Baldwin McGaw, producer and playwright. "Dance of Mystery" by Ed Evans, KFO staff member, was done last week with such staff artists as Emma Knox, Barbara Lee, Don Wilding, Helen Stone, and Denay Veneta.

NBC made a wrong step when it announced discontinuance of its Memory Lane program last week. Chain radio got 9000 letters from all over the country asking for continuance of H. C. Connetts's tale of the Smithers family.

Harrison Holliday, KFCR manager, is in Arizona on business.

KYA has tied up with Reginald Travers for that Nob Hill producer who will be on the air twice weekly.

Speaking of plays Fred Gray, assistant city editor of the Examiner, has written a mystery "Dog Island Murder Trial" which was done on NBC this week.

Considered two of the biggest radio draws in town Mac and his Cow Hollow Symphony and Al Pearce with his Happy Go Lucky gang will soon start a series of personal engagements.

Believing the back country is ready for some of the old fashioned rancor, Mac (Harry McClinton) is taking his old time instrumental group on a flock of Sunday night duties. He fears starts his week-end tours on March 14 when he appears in Fresno.

Phyllida Ashley, NBC pianist, is off on a one week vacation through Canada and the Northwest.

Jerry Wilford joins KFCR soon as announcer and music of the Feminine Franchise program, coming from KSL, Salt Lake.

The wife of Clarence Hayes, NBC guitarist and vocalist, under a serious operation this week from which she is now recovering.

GRETA BACK ON AIR

SAN FRANCISCO, Feb. 26—Greta Gallier has returned to her staff vocalist duties at KYA after a nine day confinement to her home with a bad cold.

ADDED TO MOODS

KGFJ has made two additions to Twilight Moods; William Sabinsky, pop pianist and organist; and Charles Silman, violinist. This is George Cox's program.

Tex Howard and His Tigers are featured nightly, at ten, over KKA. The hot dance tunes this band sends over the air are the kind that make the old young and the young young.

closing number was the only one sung in English. This program is well into the class line-up and probably has the Spanish population of the city eagerly around the Delgado dial turn.

Carotta Otero's accompaniments were warm and with the general atmosphere. Her piano solo, Tango in D by Albancz was a welcome offering.

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LOS ANGELES

Week of February 26th

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News And Notes From Tin Pan Alley

Music Notes

By ARCH WOODY

Sig Bosley, who formerly was western general manager for the Sigs, has just returned to the coast from a business trip to New York. Sig had several very good offers while in the eastern metropolis, and is now in conference with friend wife as to which to accept.

Art Schwartz, who represents Witmark on the coast, has arranged a week at the Paramount Theatre, A., for his ace plugger Mickey Hester to sing the new song hit "For You." The week starts on the new show next Thursday.

"This Mister Abe Lyman is about as busy a boy as there is in Los Angeles at the current writing, and his orchestra are playing the Roosevelt Hotel and the Carthy Circle Theatre, and next week they will start on a series of screen shorts.

Artie Mehlgner, who was formerly head man for DeSylvia, Brown and Henderson in New York, has resigned and is back with his first musical connection, Harniss. Artie, whose former connection with Harniss was as general manager on the coast, is back here in the same capacity. As an opening shot, Artie advises that his firm has secured all the songs from Paris in Springs, now current at the Hollywood Playhouse.

Jack Archer, who represents Downtown, Douglas and Gumbie, is celebrating the arrival of Jack Enright Archer. Jack Enright arrived this week, weighing 7½ pounds, and Jack swears that this first squawk marked him as an ace song-plugger of the future.

Eddie Janis, of the Famous Music Firm, is still having trouble with a foot which apparently was affected by an operation for appendicitis several months ago. Eddie says it's just one of those things, but the M's advances her theory that it's just plain gout from old age.

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FIVE BOOKINGS BY MUSIC CORPORATION

CHICAGO, Feb. 27.—Current activities of the Music Corporation of America include:

Art Kassel and his Orchestra returned to Chicago and opened at the Blumhard Hotel, February 25, broadcasting over station WJLH, 10. Johnny Hamp and his Orchestra open for a limited engagement at the Netherlands Plaza, Cincinnati, Ohio, February 28, broadcasting over station WLW.

Jack Garber and his Orchestra open at the Congress Hotel, Chicago, February 28, broadcasting over station KLV.

Bernie Cummins and his "New Yorkers" Orchestra open at the Skirvin Hotel, Oklahoma City, March 5, broadcasting over station WKY.

Herbie Kay and his Orchestra open at the Adolphus Hotel, Dallas, Texas, March 5.

ARNOLD RETURNS
SAN FRANCISCO, Feb. 26.—Dick Arnold has returned here as permanent representative for Robbins Music Co. He is headquartered at the Ambassador Hotel.

Tommy Weber and his orchestra are to open at the Knickerbocker Hotel in the near future.

THREE WHITE KUNIS

concoctate immediately with J. W. Gillette, President, Majestics Union, Local 47, Los Angeles. URGENT.

Now" is the telling title of the new number written by Walter Winchell, Al. Vann and Sid Kullback, and it is published by Biba-Lang, Inc.

Plans are definitely set for Earl Burnett of the Biltmore and Anson Weeks of the Mark Hopkins, San Francisco, to switch, the change to take place April 6. The deal was arranged through the M's.

Burnett and his band have been an extremely popular feature at the Biltmore and over the air for two years, the only change of any kind in the routine coming when Burnett doubled his orchestra in the local Paramount theatre for one week.

John W. Greene, composer of "Body and Soul," "In Your Arms," and "Out Nowhere," and John K. Green, the former prize-fighter, now turned music publisher, are not one and the same person. John W. Green, the "Body and Soul" composer is staff writer of the Paramount-Public Corporation and is busy turning out the score for a new musical next season.

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Night Spots

PARIS INN

(Reviewed Feb. 21)
Bolshevik in its atmosphere and manner of floor show presentation, The House of Singing Waiters has proved a popular rendezvous in the night life of the city, as evidenced by the fact that the rope was up before 9 on this particular evening, with the audience milling around waiting for tables.

Opening with the entire staff of chefs, waiter and waitresses, and a band of floor show boys, the capable direction of Bert Rover, co-owner and m. c., this aggregation of harmoniously blended voices started things off with a bang.

Marguerite Mena, a charming Scourge followed with "Rigoletto," which brought good returns.

Dave Mack and his boys warmed the audience up in great style by glowing through a number sung by Eddie Lipner of the band, who hit bullseyes with every aim for a laugh.

Giagliacci, sang in a toneful lyric tenor voice by Greeter Fred Ger-

man, registered in a big way.

Dancing by the patron of all-around, showing excellent showmanship, as the bill had been rather heavy up to this point.

The Ruiz Sisters, in a Spanish dance called "The Road to Happiness," scored fairly well.

"Happy Days," as sung by Francisco, the captain of the crew of waiters, made them howl for more.

Coming back with "Here Comes the Sun," together with "My Baby Only Cares For Me," in a la Jolson style all but stopped the show.

Frank Farr, formerly of "Prince Charming, Jr.," show added to the original pantomimic Bowery dance which was a wow, bringing rounds of applause.

Carl and Roy served a neat bit of snappy tap dancing and could have held the boards no longer.

Earle Waterman, who bills himself as The Singing Fool, is a new arrival in these parts. Calling for request numbers, the customers responded heartily. Waterman selling his wares fairly well. But he should know better than to come forward with a cigarette in his hand.

Apollo warmed them up to feverish heat with his footing. This boy is well liked here, and his swiftpaced routine of soft shoe work stopped the show cold.

George Markle, of the band, clicked in his usual manner, and helped considerably in prepping up the show.

For those who like the better things in teppichschoen art, Velasquez and Angelina, featured dancers, offered a genuine treat. Their opening number taken from "Dracula" scored a triumph and would take a lot of space to describe adequately.

Following with a Spanish number, they brought well deserved applause, but the real wallop of the act was an Apache done in their own inimitable style, with a bottle-breaking finish that was a positive riot.

Due to the warm geniality of Bert Rovers and Greeter Fred Ger-

mano, this spot radiates a hospitality and atmosphere of jollity that

SCREEN IN SWING BACK TO MUSICALS

The screen is going to swing back to musical pictures, according to word received here from New York sources this week.

The information stated that all of the big studios, averaged up, would make better than 20 per cent of the new programs consist of the songs-and-dance films.

Tracing down the surrounding circumstances, Inside Facts learned on apparently good authority that Sammy Lee has been re-signed by the M-G-M Studios, after having been with Fanchon and Marco following a former term of service with Metro; that Larry Ceballos is to be recalled by Warner Brothers from his present lending out to Fanchon and Marco, and will again produce musical pictures for W. B.; and that another of the studios is also taking first steps for elaborate musical production.

The New York Tin Panners, sensing this trend, are holding their annual get-together in L. A. this summer. All of the big song-writers of the country are expected to attend, it is stated, thinking they foresee a new westward gold rush, similar to that of less magnitude, than that which occurred when the talkies first came in.

brings the customers back and back again.

MADAME ZUCCAS
This is one of the neatest and coziest little cafes in Los Angeles at the present time. Ideally located in the downtown sections of the city, it is easily accessible to the patrons from the metropolitan district.

Madame Zuccas's place has just been remodeled and the interior decorations make it look like an artist's studio with plenty of atmosphere.

Dora and Willard, popular attraction ballroom and character dancers, are the special attraction. They have been featured here for more than 36 weeks. This extended engagement has broken all records for dance teams at the spot.

Formerly with Paul Whiteman's band, Mabel Hollis, Blue Singer with a beautiful crooning voice offered a number that brought her three encores. This little lady has plenty of personality and can certainly deliver her blues.

Dot Darling and Billy Lorraine, two neat lookers with charm and demureness, offered a snappy bit of tap dancing which, interspersed with intricate steps, formed an excellent routine. They sold heavily.

A big attraction for the cafe is the seven-piece band conducted by

Song Leaders

LOS ANGELES

Selling at almost double the volume of any other pop, "I Surrender, Dear" continues to lead the list. Following are the ten best sellers for the week:

1. "I Surrender, Dear"—Powers.
2. "Tears"—Shapiro.
3. "I'm Alone Because I Love You"—Witmark.
4. "You're Driving Me Crazy"—Donaldson.
5. "You A Gigolo"—De Sylva, Brown and Henderson.
6. "Little Things in Life"—Borlin.
7. "Blue Again"—Robbins.
8. "For You"—Witmark.
9. "You're The One I Care For"—Santley Bros.
10. "Lonesome Lover"—Faist.

"Body and Soul" is still going big, along with the "Peanut Vendor." "Sweet Jenny Lee" is another heavy seller.

SAN FRANCISCO

Song leaders for the week were:

1. "I Surrender, Dear"—Powers.
2. "Blue Again"—Robbins.
3. "I'm Alone"—Witmark.
4. "You're The One I Care For"—Santley Bros.
5. "Peanut Vendor"—Marks.
6. "To Make a Long Story Short"—Red Star.
7. "Imagine"—Hollywood Syndicate.
8. "Walkin' My Baby Back Home."
9. "Little Things"—Berlin.
10. "You're The One I Care For"—DeSylvia.

NORTHWEST

The best sellers in the Northwest for the current week were:

1. "Blue Again."
2. "Sweet Jennie Lee."
3. "Walkin' My Baby Back Home."
4. "I Surrender, Dear."
5. "I'm Alone Because I Love You."
6. "Moonlight on the Colorado."
7. "Peanut Vendor."
8. "Here Comes the Sun."
9. "I Must Be True."
10. "You're Driving Me Crazy."

Numbers coming up strong are "Lonesome Lover," "Fool Me Some More," "Miss a Little Miss," "You're The One I Care For," "When Your Hair Has Turned To Silver," "Ninety-Nine Out of One Hundred."

Salvador Nuno. The aggregation has won a host of followers of that epicurean sensibility which demands the relish of good music with good food. Nuno is an accomplished and noted pianist, who is also at the present time playing over KFOX nightly between 10 and 11.

With these attractions, excellent food, "an individuality which only Madame Zuccas can offer, and a policy of no cover charge, the cafe is doing a very nice business.

Saving.

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PRESENTATION SETTINGS STAGE PRODUCTIONS

J. D. MARTIN STUDIOS

4110-18 Sunset Boulevard
HOLLYWOOD, CALIFORNIA
OLympia 1101

Studio Production Schedule

(Continued from Page 5)

PARAMOUNT				
City Streets	Gary Cooper, Sylvia Sydney	Rouben Mamoulian	Bob Lee	Lee Garmes
Shipley	Robert Coogan, Jackie Cooper, Mimi Green, Jackie Seel	Norman Taurog	Wm. Kaplan	Karl Struss
Unlabeled	Richard Arlen, Louise Dresser, Phillips Holmes	Edw. Selenan	Chas. Barton	Charles Long
Concessions of a Cowd	Sylvia Sydney, Jack Oakie, Stuart Erwin, Miss Green, June Collyer	Max Marston	Unassigned	Unassigned
Dude Ranch	Jack Oakie, Stuart Erwin, Miss Green, June Collyer	Dudley Murphy	Frank Pattle	Geo. Yohalem
Up Pops the evil	All Star	Unassigned	Unassigned	Unassigned
An American Tragedy	Clara Bow	Josef Von Sternberg	Unassigned	Unassigned
Kick In	Ray Francis	Lothar Mendes	Sid Brod	Victor Miller
Night Court	Lilyan Tashman	John Cromwell	Unassigned	Unassigned
The Lawyer's Secret	Clive Brook, Charles Rogers, Jean Arthur, Richard Arlen, Fay Wray	Marvin Gander	Unassigned	Unassigned
Monkey Business	The Young, Mark Bros.	Unassigned	Unassigned	Unassigned
PATHE				
Rebound	Ann Harding, Constance Bennett, Paul Cavagnah, Joe Medina	Edw. H. Griffith	Paul Stein	Unassigned
Board and Room	Hugh Herbert, Evelyn Brent, Lily Damita	R. K. O.	Gregory La Cava	Charlie Kerr
Madame Julie	Lester Yall, O. P. Hagen, Anita Lewis, Miriam Segar, Ruth Weston, Lincoln Steadman, Blanche Frederici, Halliday Hobbs	Victor Seltzer	Fred Flick	Unassigned
Big Brother	Richard Dix, Frank Sheridan, Boris Karloff, Evelyn Brent, Hugh Herbert, Spencer Charters, Frank Albertson, Constance Cummings, Lee Clark, Frank McHugh, Stanley Fields, Owen Lee, Rita La Roy, Harold Pratt, Mary Astor, Ricardo Cortez, Jack Hill, Kitty Kelly, Sidney Loser	Fred Niblo	Jonny Anderson	Unassigned
Traveling Husbands	Bert Wheeler, Bebe Lyle, Florence Roberts, Robert McWade, Roscoe Ates, Sharon Lynn, Haliam Cooley	Paul Sloane	Charles Kerr	Unassigned
White Shoulders	No Cast	Unassigned	Unassigned	Unassigned
Too Many Cooks	Jack Midhall, John Brian, Johnny Hines, Noel Francis, Joseph Cardonne	Wm. Selzer	Unassigned	Unassigned
High River	Waiting at the Church	Richard Boleslavsky	Unassigned	Unassigned
Time Blue	Stan Laurel, Oliver Hardy, Charlie Chase	Wm. Craft	Unassigned	Unassigned
Unlabeled	Unassigned	Unassigned	Unassigned	Unassigned
HAL ROACH				
Voice of Hollywood	All Star	Unassigned	Unassigned	Unassigned
LOUIS LEWY STAR PRODUCTIONS				
Vagabond Series	Tom Terriss	Elmer Clifton	Andy Anderson	Shooting
C. G. REED PRODUCTIONS				
Detective Shorts	Wm. J. Burns	Cliff Reed	ick Reed	Andy Anderson
ROBERT E. WELCH				
Beauty Secrets of Hollywood	Robt. Welch	Robt. Welch	V. O. Smith	Unassigned
HOLLYWOOD SYNDICATE				
Trapped	Nick Stuart, News Quattro, Priscilla Dean, Tom Santschi	Bruce Mitchell	Norman Lacy	Paul Allen
CHARLES HUTCHINSON				
Midnight	Randolph Scott	Chas. Hutchinson	Unassigned	Leon Shamroy
TIFFANY				
X Marks the Spot	Unassigned	Unassigned	Unassigned	Unassigned
Abuse at Last	Unassigned	Unassigned	Unassigned	Unassigned
The Bachelor	Unassigned	Unassigned	Unassigned	Unassigned
Left Over Ladies	Unassigned	Unassigned	Unassigned	Unassigned
Morals for Women	Unassigned	Unassigned	Unassigned	Unassigned
Two Gun Man	Ken Maynard	Unassigned	Unassigned	Unassigned
UNIVERSAL				
Sad	John Boles, Genevieve Tobin, Lois Wilson, Richard Tucker, Jed Prouty, Zelle Zelle, Dickie Moore, Don & Terry Fox, Elliott Nugent, Betty Compson, Jean Arthur, L. C. Nugent, Tully Marshall	John M. Stahl	Bob Ross	Tackson Rose
The Virtuous Husband	Unassigned	Unassigned	Unassigned	Unassigned
Blind Husbands	Unassigned	Unassigned	Unassigned	Unassigned
Warrior's Bridge	Unassigned	Unassigned	Unassigned	Unassigned
The Impatient Virgin	Unassigned	Unassigned	Unassigned	Unassigned
The Up and Up	Unassigned	Unassigned	Unassigned	Unassigned
The Behavior of Mrs. Crane	Unassigned	Unassigned	Unassigned	Unassigned

Reviews

(Continued from Page 10)

the Saturday and Sunday vaude policy. Reviewed at the early Sunday night show the house was well filled, George Bancroft's picture "Scandal Sheet" being largely responsible for pulling 'em in.

Zola and Vallin, in the opening spot, offered a neat roller skating novelty, showing plenty of pep. A neck snap finish with one of the boys doing a daring twirl brought hefty applause.

Mable Armstrong followed in the duce spot, warbling her way into the hearts of the Broadwayites in a way that just couldn't miss.

Delphin and Co. next with a good line of chatter, songs and songs. The femine is good to look at and sells her songs well. The boys are fast-steppers and would do well to inject more stepping in their offering, climinating some of the singing.

The Four Sailors, using "Two Lips" for an opener, goaled them right at the start, following up with "When the Bloom is on the Sage" and a calope number, both of which sold well. "When You and I Were Young, Maggie" blew, with the bass, carrying the lead, sent them off to a great hand.

The Four Covans, in the closing spot, carried away the honors with their tapping and, needless to say, repeated, their many successes in this locality.

another, but the fact is it was everybody's show, each player being equally good.

Clarence Nordstrom had the most difficult role of all, and an unsympathetic one at that, the prude husband, Nordstrom might easily have overplayed it or might have made it very pansy-ah but he refrained from these faults and walked through his many sides in exceptionally fine style.

Grace Stafford was excellent as the wife and Isabel Winters was equally good as her girl friend, Jane Darwell as Dill's wife did another good job and Anne O'Neil did the maid in bang-up fashion. Kolb was the lawyer and Dill the bride's father.

Second and third acts were of moderate length but the opening was a bit too long before getting underway with the story. From three to five minutes could be sheared off there to advantage.

Between the second and third acts the 1931 Girls, ten in all, and the Miami Boys, numbering eight, provided 15 minutes of vocal and instrumental entertainment working from a box on the left side of the house. Girls were Dolores Scott, Mildred Hall, Peggy Simey, Betty Marcel, Kay Scott, Carita Hall, Rita Mac, Stanley Scott, and the boys included Marjorie Langan, Ben Yost, Joe Crawford, Verne MacLean, Enrico Tanti, Norman Hood, Norman Clayton and Ken Douglas. Doubtful if this presentation warranted the cost, which must be around \$750 weekly, even though the offering did carry an encore.

Report is that the show is backed by Clarence Kolb himself (C. William Kolb on the program) with Dill on a straight salary. Walter Gilbert staged the show under Kolb's direction and did a mighty fine job of the entire production. Leo Flendera was in the pit with his orchestra.

Back

Legitimate Review

"APRON STRINGS" GEARY, SAN FRANCISCO (Reviewed Feb. 23)

After a year's absence from the stage, Clarence Kolb and Max Dill have teamed up again for their adaptation of Dorrance Davis' comedy "Apron Strings." And a mighty good second night crowd, following a capacity first night, indicated good business for the piece. Looks like four weeks. And another point in K and D's favor is that they've slashed 50 cents off the usual \$2.50 admission.

If we remember correctly, it's Kolb and Dill's first show with any fast lines. There's dialogue about a prospective husband who wants to know if his future wife has a working knowledge of sex, untouched wives and virginal husbands, etc. But it's cleverly written and is never allowed to become downright dirt. Ticket buyers enjoyed it and laughed plenty.

Kolb and Dill are spotted throughout the show with their familiar dialect comedy. Both drew healthy hands upon initial appearance and plenty of laughs were theirs. And the supporting cast was excellent, not a weak spot being visible. Most of the dailies claimed the show was stolen by one person or

DOES AN IN-PERSON

SAN FRANCISCO, Feb. 26.—Edward G. Robinson blew into town for one day of personal appearances where his P. N. picture "Little Caesar" is current. He returned immediately to Hollywood where he goes into production for another flicker.

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